



Singapore Manufacturers'  
Federation

# Connect

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MICA (P) 008/02/2007 **Mar/Apr 2007**



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BEAUTYASIA2007  
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Singapore Hall



SCIC Annual  
Dinner 2007 cum  
Responsible Care  
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# New home for SMa School of Management



On May this year, SMa School of Management is moving to its new campus, located along North Bridge Rd, from its current location at Le Meridien Hotel, Orchard. Located a stone's throw away from the National Library, and a mere five minutes walk from either City Hall or Bugis MRT station, the new location offers better accessibility and convenience to serve our students.

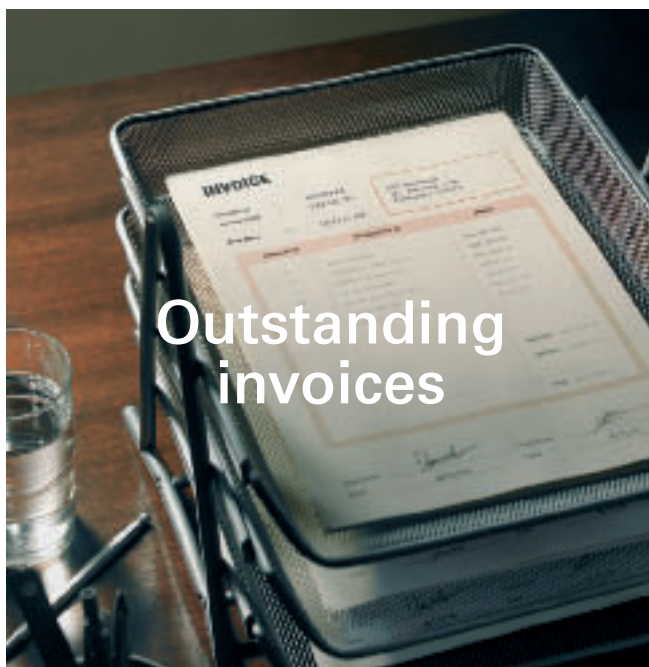
The new campus will occupy 4 out of 6 storeys of the Cosmic Insurance Building, which will be renamed as SMa City Campus. The 15,000 square feet of space

will feature 14 classrooms equipped with state-of-the-art facilities and teaching equipment, a newsroom for budding journalists, computer labs, a student lounge and conference rooms. All our students will also get to enjoy gym facilities, through the School's corporate membership with California Fitness gym, located nearby at Bugis Junction.

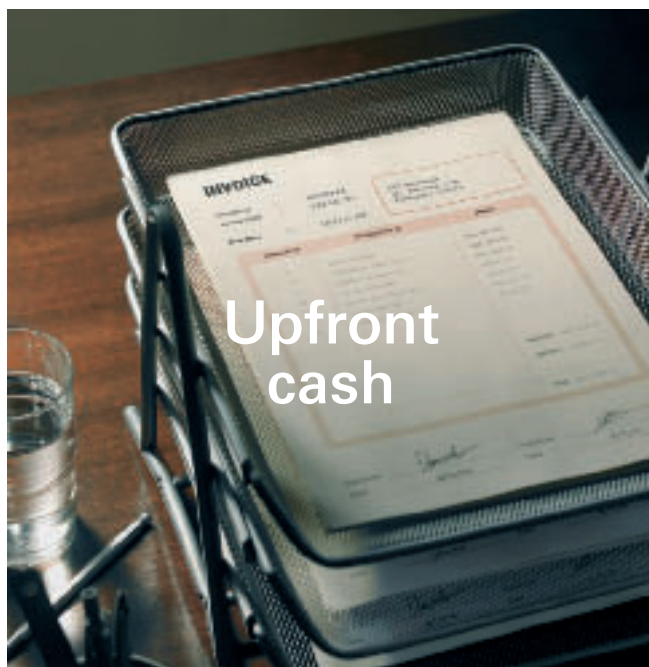
The relocation to the new campus is part of the school's strategic move to enhance its brand and reputation as a leading education provider and also to cater to the increasing student numbers, which has

grown by as much as 300 percent per year. "Moving to the new campus represents substantial savings in operational costs, and makes sound business sense, as we would enjoy much greater walk-in enquiries and better market awareness of our location than right now," explains Mr James Wong, CEO of SMa School of Management.

A weekend education fair will be held at the National Library Atrium towards the end of April to generate publicity for the new campus. More details will be released in the Straits Times closer to the actual date.



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# Chinese New Year Lohei-cum-networking session

Reported by Chin May Fang

The Chinese New Year can be said to be the most significant festival in the Chinese calendar. It signifies the closure and beginning of another year- having a fresh start in one's life. The Chinese New Year's celebration holds new hopes for happiness and prosperity for many.

On 1st March 2007, Singapore Manufacturers' Federation (SMA) organised a Chinese New Year Lohei-cum-networking session for its members at The Meritus Mandarin Singapore. The networking session, sponsored by Coutts Bank, commenced with Lion Dance and

the traditional "Cai Qing". SMA's President Mr Edwin Khew then gave his welcome speech.

Mr Hanspeter Brunner, Chief Executive Officer, Coutts International and Executive Chairman, Coutts Asia gave a presentation on his bank's corporate profile.

Besides enjoying a scrumptious Chinese Lohei dinner, SMA members were entertained with mask changing, Chinese acrobatic acts as well as the Chinese Orchestra performance. Some members also brought home with them auspicious

red papers bearing good wishes in Chinese Calligraphy as well as the traditional paper-cuttings of Chinese Zodiac Animals.

There were also 6 lucky draw winners whom walked away with attractive prizes like hampers, dining vouchers and Tiffany accessories sponsored by Coutts Bank.

For more information on how to work with SMA on similar networking sessions, please contact May Fang at [chinmayfang@smafederation.org.sg](mailto:chinmayfang@smafederation.org.sg)



^ (From L-R): Lohei led by: Mr Raj Sriram, Head of Private Banking, S'pore, Coutts Bank; Mr Peter Ho, Vice-President, SMA; Mr Hanspeter Brunner, Chief Executive Officer, Coutts International and Executive Chairman, Coutts Asia; Mr Edwin Khew, President, SMA; Ms Lily Toh, Head of Singapore team, Coutts Bank; Ms Annabelle Tan, Vice-President, SMA; Mr Gary Tucker, Chief Operating Officer, Asia & Branch Manager, Singapore, Coutts Bank



# Chinese New Year celebration by Metal, Machinery and Engineering IG and Lifestyle IG

Reported by Cecilia Tham  
and Jonathan Tan

Chinese New Year in Singapore has been traditionally celebrated with much fanfare. One of the must have item during this period is Lo-Hei, or the tossing of Yu-Sheng which is a symbolic way to welcome good luck and prosperity into the New Year.

To continue on this tradition, SMA Metal, Machinery and Engineering and Lifestyle Industry Group together with Far East Organisation, organised a networking cum Chinese New Year Lo Hei on 2nd March 2007.

The event sponsored by Far East Organisation, opened with a welcome

address from Mr. Danny Wong, Far East Organisation. This was followed by a presentation by where the attendees were updated on the industrial property market in Singapore.

A lively Lo Hei session commenced and the attendees were treated with a sumptuous buffet dinner where they networked with fellow members.

For more information, please contact Mr. Jonathan Tan at 6826 3039, email: [jonathantan@smafederation.org.sg](mailto:jonathantan@smafederation.org.sg) or Ms. Cecilia Tham at 6826 3030, email: [ceciliatham@smfederation.org.sg](mailto:ceciliatham@smfederation.org.sg).



^ Participants at the Lo Hei session

## Analytical Forecast on the Trends of the Various Business Trades and Twelve Horoscopes in the Year of the Pig

Reported by Ng Wee Kok



^ Participants asking for Master Ang's autograph on his book "Chinese Horoscope for Year of Pig"

6th February 2007- Members got a glimpse of what their fortune could be in the year of the pig when they attended a "fengshui" talk. The speaker, Master Ang, was taught by a number of geomancers in the various schools of fengshui and Chinese astrology. He shared with the participants on the trends for the various trades and gave advices to those trades which might be unfavorable during the year of the pig.

The speaker also provided an analysis on the auspicious and inauspicious factors in the fortunes of the 12 Chinese horoscopes and provided tips on how to avert the inauspicious factors.

Master Ang then shared with the participants some simple tips on how to improve the fengshui for the home and office. As a parting gift, Master Ang presented all participants with a copy of his book on the fortunes of the 12 Chinese horoscopes.

The participants left the seminar armed with new knowledge to better prepare for the challenges in the coming year.

To find out how you can organize seminars with SMA, please contact Wee Kok at [ngweekok@smafederation.org.sg](mailto:ngweekok@smafederation.org.sg) or DID: 6826-3058.

# SMa-SIArb MOU Signing Ceremony

Reported by Lawrence Chan



Mr Edwin Khew and Mr Raymond Chan starting another series of fruitful collaborations between the two organisations

22 February 2007- Singapore Manufacturers' Federation (SMa) and Singapore Institute of Arbitrators (SIArb) signed a Memorandum of Understanding (MOU). The MOU was signed by Mr. Edwin Khew, President of SMa and Mr. Raymond Chan, President of SIArb.

Today's business, it is more than production, sales, marketing and managing resources like IT, human capital and financial resources. The stakeholders in the entire business chain and the manner in which business transactions are carried out are getting more diverse and complex. This is compounded further by cross-border and cross-cultural differences.

What is deemed expected and given in one setting could be totally unacceptable or out of the ordinary in another setting. Business practices and expectations vary over time as well as over space. Disputes arising from these differences are inevitable and common. The need for arbitration skills and knowledge become necessary and crucial. The ability to resolve any commercial or business disputes amicably and successfully will help pave the way for corporate sustainability and growth.

The aim of the MOU is to establish a new partnership for mutual collaboration in sharing expertise and efforts in the areas of education, training, promotion, arbitration and alternative dispute resolutions.

## Easing The Challenges of Going Overseas

Taking one's business beyond Singapore into overseas markets may seem an insurmountable task especially if you are a first-timer or if your company is exploring to enter these markets for the first time. To help shorten the learning curve, International Enterprise (IE) Singapore has developed the iAdvisory Seminar Series to provide crucial market information and business consultations to better prepare companies interested in expanding overseas.

On the 22 March, more than 200 companies' delegates turned up at Raffles City Convention Centre for the seminar, "China Day - Understanding the Chinese Market". Part of this iAdvisory seminar series, IE Singapore brought together practitioners from China to speak about the latest market opportunities. The seminar also shed light on issues as well as updates on the latest in HR policy and tax regulations that foreign investors face when setting up a foreign commercial enterprise, within the Chinese market.

The iAdvisory seminars were organised to focus on selected markets or on developing business capabilities of companies. During the market-focused iAdvisory seminars, experts with experience in the selected markets will share on business opportunities and key issues faced by companies. Seminars focused on business capability development on the other hand will explore hot topics such as branding and manpower issues. In addition, these seminars will host 1-to-1 business clinics where companies will get an opportunity to consult with these experts.

From May to June, IE Singapore will be organising seminars that will focus in Indonesia, Middle East and India. To address the growing "war" for talent, an iAdvisory Seminar on talent management will be conducted in April.

To keep abreast on the latest iAdvisory seminars, companies can visit our website at [www.iesingapore.com](http://www.iesingapore.com) or sign up as an ieConnect member to receive e-newsletters on the latest happenings at IE Singapore.





# SMa – SFMA Signed Memorandum of Understanding

Reported by Dennis Toh

The Singapore Manufacturers' Federation and Singapore Food Manufacturers' Association penned a Memorandum of Understanding. The MOU were signed by Mr Edwin Khew, President of SMa and Mr Allan Tan, President of SFMA on 26 January 2007. It was witnessed by members of SMa and SFMA. The objective of the MOU is to enhance collaboration and explore ways of sharing and pulling resources together and to jointly organise activities for mutual benefits from SMa and SFMA members.

With the signing of the MOU, SMa and SFMA will establish a working committee to meet half yearly to exchange information, to discuss matters of mutual interests and to explore, co-ordinate and implement joint projects for the benefits of the members of SMa and SFMA. SMa and SFMA hoped that with the signing of the MOU, we can jointly develop and promote the Singapore food manufacturing industry and assist members to internationalise their businesses.



## SMa-WDA MOU To Promote Cooperation And Develop Manpower In The Manufacturing Industry

Reported by Andrew Ong



The Singapore Manufacturers' Federation (SMa) and the Singapore Workforce Development Agency (WDA) had signed a Memorandum of Understanding (MOU) to promote cooperation and develop manpower in the manufacturing industry, on 22 March 2007. The MOU was signed by President (SMa) Mr Edwin Khew and Chief Executive (WDA) Mr Ong Ye Kung at EDC Auditorium@SMa.

Under the MOU, SMa and WDA will collaborate with each other to develop manufacturing skills under the Singapore Workforce Qualifications (WSQ) System; to develop SMa as a manufacturing skills WSQ training provider; and to explore an avenue in establishing international benchmarking of WSQ manufacturing skills standards. This MOU will also enable SMa and WDA to cooperate with each other in industry development programmes, research activities, study trips and engagement with overseas organisations.

Said Mr Khew: "This MOU will advance training as one of the key thrusts of SMa's

strategic action plan to grow manufacturing and to attract manufacturing enterprises and start-ups into Singapore. Together with WDA, we will be better able to identify opportunities to develop our training and development capabilities, and to further the growth of Singapore's manufacturing sector."

Added Mr Ong: "The manufacturing sector in Singapore will continue to grow in output, value-add and employment. With a landscape that is constantly changing, it is inevitable that there will be new activities, new sub-sectors and new requirements for skills and expertise of workers. Despite these changes, WDA and SMa believe that there are many common skills that cut across manufacturing sub-sectors, such as quality control, safety, supply chain management, and continuous improvement. Hence, it will not be difficult to train a worker who has worked in a precision engineering company to become an aerospace technician. By the same token, it will not be hard for an assembly line operator, who has worked in an electronics firm, to adapt to similar work in a drug-making company. WDA and SMa want to

collaborate, take stock of these common manufacturing competencies, and certify our manufacturing workers with these competencies, so that they can become resilient to structural unemployment."

WDA has recently established the Manufacturing Generic Skills Validation Committee to provide direction for WDA's Manufacturing WSQ Model. SMa has played an instrumental role in helping to provide input on the development of this model since January 2007. SMa also plans to come on board as a key WSQ training provider to deliver generic manufacturing WSQ courses, which are targeted to upgrade workers and move them up the value chain, and enable transferability of core skills across manufacturing sectors should there be a downturn in any particular sector.

With its focus on manpower development in the manufacturing industry, the MOU looks set to further enhance the competencies and grow the size of Singapore's base of over 500,000 workers in the industry.

## SMA Calendar of Trade Missions &amp; Ex

## TRADE EXHIBITIONS

Name of Event	City/Country	Industry Sector	Date	Contact Person
International ICT Expo	Hong Kong	ICT	14 Apr – 17 Apr	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
The Lancet Asia Medical Forum & Exhibition 2007	Singapore	Medical Technology	21 Apr – 22 Apr	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
China Int'l Electric Power & Electric Engineering Equipment & Technology Exhibition (EPETEE)	Shanghai, China	Electricity / Power Generation	23 Apr – 25 Apr	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
Integrated Systems China	Beijing, China	Broadcast	25 Apr – 27 Apr	Mr Jonathan Tan at jonathantan@smafederation.org.sg or DID: 6826 3039
China Int'l Medical Equipment Fair (CMEF) 2007	Dalian, China	Medical Technology	25 Apr – 27 Apr	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
Cards Asia 2007 / R.F.I.D World Asia 2007	Singapore	Cards / R.F.I.D	25 Apr – 27 Apr	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
The 8th China Int'l Water Supply & Drainage and Water Treatment (WSDWTF)	Shanghai, China	Water Treatment	27 Apr – 29 Apr	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
SubCon 2007	Birmingham, UK	PE	1 May – 3 May	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
SEMICON Singapore 2007	Singapore	Semiconductor	8 May – 10 May	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
The 12th China Beauty Expo	Shanghai, China	Lifestyle	10 May – 12 May	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
MetalTech Malaysia 2007	Malaysia	Machinery	16 May – 20 May	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Automechanika Middle East 2007	Dubai, UAE	Auto parts	27 – 29 May 2007	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
PALME 2007	Dubai	Project Installation / Broadcast	20 May – 22 May	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Oil & Gas Asia 2007	KL, Malaysia	Petroleum	11 Jun – 14 Jun	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
InterPhex Asia 2007	Singapore	Pharmaceutical	11 Jun – 14 Jun	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
Medical Design & Manufacturing East 2007	New York, USA	Medical Technology	12 Jun – 14 Jun	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
ProPak Asia 2007	Bangkok, Thailand	Packaging	13 Jun – 16 Jun	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
CommunicAsia 2007	Singapore	ICT	19 Jun – 22 Jun	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
NEPCON Malaysia 2007	KL, Malaysia	Electronics	19 Jun – 22 Jun	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
Broadcast Asia 2007	Singapore	Animation / Broadcast	19 Jun – 22 Jun	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
INDO Security Firex IVAC 2007	Jakarta, Indonesia	Security	20 Jun – 22 Jun	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Asia Traffic 2007	Singapore	Traffic, Safety & Security	9 Jul – 11 Jul	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
PALME Asia 2007	Singapore	Project Installation / Broadcast	12 Jul – 14 Jul	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
MYMEX / AUTOMEX 2007	JB, Malaysia	Automation	13 Jul – 15 Jul	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
CosmoBeaute Asia 2007	KL, Malaysia	Lifestyle	16 Jul – 19 Jul	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
Industry Automation 2007 / ASEAN Elenex 2007	KL, Malaysia	Industrial Automation	18 Jul – 21 Jul	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
1st Elsevier International Dermatology Congress & Exhibition	Singapore	Healthcare	21 Jul – 22 Jul	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
Manufacturing Technology InFocus	Sydney, Australia	Automation	24 Jul – 26 Jul	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Hong Kong Int'l Medical & Healthcare Fair 2007	Hong Kong	Medical / Lifestyle	16 Aug – 20 Aug	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
Hong Kong Food Expo 2007	Hong Kong	Food & Beverage	16 Aug – 20 Aug	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
ProPak Malaysia	KL, Malaysia	Packaging	22 Aug – 25 Aug	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
Chemical & Instrumentation	KL, Malaysia	Chemical & Instrumentation Control	23 Aug – 25 Aug	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or Asia 2007 DID: 6826 3030
MedTec China 2007	Shanghai, China	Medical Technology	28 Aug – 30 Aug	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
ATE China 2007	Shenzhen, China	Assembly Technology	29 Aug – 31 Aug	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079

## & Exhibitions (April – December 2007)

### TRADE EXHIBITIONS

Name of Event	City/Country	Industry Sector	Date	Contact Person
Inter-Pak Indonesia 2007	Jakarta, Indonesia	Packaging	5 Sep – 8 Sep	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
CosmoBeaute Indonesia 2007	Jakarta, Indonesia	Lifestyle	7 Sep – 10 Sep	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
MYMEX /AUTOMEX 2007	Penang, Malaysia	Automation	07 Sep – 09 Sep	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Indo ICT Expo & Forum	Jakarta, Indonesia	ICT	11 Sep – 13 Sep	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
HOSPIMedica Thailand	Bangkok, Thailand	Medical Technology	12 Sep – 14 Sep	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
Kind + Jugend 2007	Cologne, Germany	Cross Industry	13 Sep – 16 Sep	Mr Jonathan Tan at jonathantan@smafederation.org.sg or DID: 6826 3039
Natural Products Expo 2007	Baltimore, USA	Pharmaceutical	27 Sep – 29 Sep	Ms Alice Tan at alicetan@smafederation.org.sg or DID: 6826 3016
CommunicVietnam	Ho Chih Minh, Vietnam	ICT	3 Oct – 5 Oct	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
PALME INDIA 2007	Mumbai, India	Project Installation /	5 Oct – 7 Oct	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Canton Fair 2007	Guangzhou, China	Multi-sectoral	15-20 Oct	Mr Jeffrey Liew at jeffreyliew@smafederation.org.sg or DID: 6826 3033
Wire & Tube Southeast Asia 2007	Bangkok, Thailand	Wire/tube	16 Oct – 18 Oct	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Machine Tool Show 2007	KL, Malaysia	Machinery / Automation	24 – 28 Oct	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Building & Construction Indonesia	Jakarta, Indonesia	Building & Construction	31 Oct – 3 Nov	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
Mining Indonesia	Jakarta, Indonesia	Energy & Mining	31 Oct – 3 Nov	Ms Cecilia Tham at ceciliatham@smafederation.org.sg or DID: 6826 3030
Electric Indonesia Series	Jakarta, Indonesia	Power Generation	31 Oct – 3 Nov	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Oil & Gas Technology Indonesia 2007	Jakarta, Indonesia	Oil & Gas	31 Oct – 3 Nov	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036
Defense & Security Thailand 2007	Bangkok, Thailand	Security	7 Nov – 11 Nov	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
Natural Products Asia 2007	Singapore	Environment	14 Nov – 16 Nov	Mr Jonathan Tan at jonathantan@smafederation.org.sg or DID: 6826 3039
ACM 2007	KL, Malaysia	ICT	20 Nov – 22 Nov	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
CIA2007	Singapore	Automation	27 Nov – 30 Nov	Ms Pauly Tan at paulytan@smafederation.org.sg or DID: 6826 3079
Infocom 2007	India	ICT	28 Nov – 2 Dec	Ms Cindy Quah at cindyquah@smafederation.org.sg or DID: 6826 3032
SITL Asia 2007	Shanghai, China	Logistics	10 Dec – 12 Dec	Mr Lawrence Chan at lawrencechan@smafederation.org.sg or DID: 6826 3073
ProPak Indonesia	Jakarta, Indonesia	Packaging	5 Dec – 8 Dec	Mr Dennis Toh at dennistoh@smafederation.org.sg or DID: 6826 3036

The Singapore Manufacturers' Federation (SMA) reserves the right to cancel or postpone the programmes, arising from factors beyond its control, without prior notice. Please contact the person-in-charge for more information of the events.

### TRADE MISSIONS

Name of Event	City/Country	Industry Sector	Date	Contact Person
Mission to US	Washington	Multi-sectoral	April	Ms Vanda Kwek at vandakwek@smafederation.org.sgor DID: 6826 3031
Mission to Kazakhstan	Astana & Almaty	Multi-sectoral	May	Ms Vanda Kwek at vandakwek@smafederation.org.sgor DID: 6826 3031
Mission to Vietnam & Thailand	Hanoi/Bangkok	Multi-sectoral	June	Ms Vanda Kwek at vandakwek@smafederation.org.sgor DID: 6826 3031
Mission to Russia and Hungary/Poland	Russia/Hungary/Poland	Multi-sectoral	July	Ms Vanda Kwek at vandakwek@smafederation.org.sgor DID: 6826 3031
Mission to China & Vietnam	Guangxi & Hanoi	Multi-sectoral	Oct	Ms Vanda Kwek at vandakwek@smafederation.org.sgor DID: 6826 3031

The Singapore Manufacturers' Federation (SMA) reserves the right to cancel or postpone the programmes, arising from factors beyond its control, without prior notice. Please contact the person-in-charge for more information of the events.



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\* UNCTAD 2004-2007 Global Investment Assessment (GIPA)

\*\* Travel + Leisure magazine, July 2006.

\*\*\* Average space sales reported in The Trade Fair Industry in Asia  
- An Ufi report by Business Strategies Group 2nd edition, 2006.

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### 2007 International Machinery & Parts - related Trade Shows in Thailand

#### **Pack Print International 2007**

Packaging & Printing  
Date : Apr 26-29, 2007  
[www.pack-print.de](http://www.pack-print.de)

#### **INTERMACH 2007**

Metalworking Automation  
& Industrial Machinery  
Date : May 9-13, 2007  
[www.thai-exhibition.com/intermach](http://www.thai-exhibition.com/intermach)

#### **Entech Pollutec Asia 2007**

Environmental Protection and  
Pollution Control Technology  
[www.thai-exhibition.com/entech](http://www.thai-exhibition.com/entech)

#### **IMAC 2007**

Industrial Instrument, Analytical &  
Control Engineering & Technology  
Date : Jun 6-9, 2007  
[www.thai-exhibition.com/imac](http://www.thai-exhibition.com/imac)

#### **Propak Asia 2007**

Food Processing & Packaging Technology  
Date : Jun 13-16, 2007  
[www.propakasia.com](http://www.propakasia.com)

#### **InterPlas Thailand 2007**

Thailand's Largest Plastic & Rubber  
Technology Trade Exposition  
[www.interplasthailand.com](http://www.interplasthailand.com)

#### **InterMold Thailand 2007**

Mold & Die Machinery & Technology  
[www.intermoldthailand.com](http://www.intermoldthailand.com)

#### **Automotive Manufacturing 2007**

Machinery for Automotive Parts

#### **Automation World 2007**

Factory Automation, Electrical &  
Power Transmission &  
Material Handling Technology

#### **Automotive Electronics 2007**

Machinery for Automotive Electronics  
Parts & Components  
[www.automanexpo.com](http://www.automanexpo.com)

#### **Assembly Technology 2007**

Integrated Manufacturing Technology  
[www.assemblytechexpo.com](http://www.assemblytechexpo.com)  
Date : Jun 21-24, 2007

#### **Wire Southeast Asia 2007**

Wire, Cable, Spring & Fastener  
[www.wire-southeastasia.com](http://www.wire-southeastasia.com)

#### **Tube Southeast Asia 2007**

Tube & Pipe  
Date : Oct 16-18, 2007  
[www.tube-southeastasia.com](http://www.tube-southeastasia.com)

#### **METALEX 2007**

Machine Tools &  
Metalworking Technology  
Date : Nov 15-18, 2007  
[www.metalex.co.th](http://www.metalex.co.th)

# Member's Benefits & Privileges

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- Free Posting of job vacancies in SMa website
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  - Members are to contact EDC for appointment to access to the database
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- Special Member's rate for Business Diagnostic Session
  - CEO ProAct : The Newest Business CTScan for Enterprise
- Special Member's rates on the purchase of electricity from Seraya Energy

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- 5% rebate from SMa School of Management (SOM)
  - ranging from \$200 (Diploma) to \$2,250 (Doctor of Business Administration)
- Discount on services offered by SMa-DP Corporate Centre
- Preferential rental rates for SMa in-house facilities
- Preferential rates for seminars, conferences, workshops, training courses organised by SMa
- Subsidies under the International Marketing Assistance Programme (IMAP) from IE Singapore for approved trade fairs, missions or exhibitions organised by SMa. This subsidy can only be disbursed to participating member companies through SMa.

For enquiries, please contact Ms Lyn Soon of Membership & Trade Services  
 Tel : 6826 3037 Fax : 6822 8328 Email : [lynsoon@smafederation.org.sg](mailto:lynsoon@smafederation.org.sg)  
 No 1 Science Centre Road, #02-02 The Enterprise, Singapore 609077



# ENGINEERING THE FUTURE: EEPC COMMEMORATES ITS FIFTY YEARS WITH INDIA ENGINEERING MEET AND EXHIBITION

Message by Rakesh Shah, Chairman, EEPC

The Engineering Export Promotion Council (EEPC) represents the largest conglomerate of engineering exporters of India. Sixty percent of its members belong to the small and medium scale sector and have been instrumental in taking India's engineering exports from \$10 million in 1956/57 to \$20.3 billion in 2005/06, raising its export share from 0.5% in India's total exports in 1956/57 to 20% in 2005/06.

For the last 3 years, India's economy grew at an average of 8 per cent per annum and this growth was spearheaded to a significant extent by growth in the industry and services sector. India's manufacturing accounts of 16% of its GDP, while engineering accounts for 10-12% share of GDP. Engineering exports, on the other hand, account for around 3% of India's GDP and this makes the engineering segment a critical component of the India growth story.

It is with this economic backdrop that the EEPC organised the first ever India Engineering Meet and Exhibition (IEME) from January 22-24, 2007 at the India Expo Centre in Greater Noida, fifty kilometers from the capital city of India, New Delhi. The IEME coincided with the Golden Jubilee celebrations of EEPC aptly inaugurated by Hon'ble President of India, Dr. A.P.J. Abdul Kalam. The three day IEME mega event was attended by nearly 300 foreign buyers from ASEAN countries, Africa, USA, Canada, the European Union, Latin America and CIS countries and showcased a mammoth exhibition of capital goods, primary iron & steel and related items, consumer durables and other engineering products. Based on initial feedback from overseas delegates, the IEME was able to generate USD 20 million worth orders that have been booked

for outsourcing engineering goods from India while it is estimated that USD 70 million worth of enquiries were generated. 819 new contacts were made while 68 old contacts were revived for future business prospects. Thus, the IEME, which is the first ever Buyer-Seller Meet of this magnitude organized by EEPC was a grand success and from now will become an Annual Event for the Council.

It may, perhaps, be pertinent to note that the EEPC had brought out a Strategy Paper in 2005 with doubling exports by 2009/10 being one of its objectives. The ASEAN region had been identified as a thrust region in that Strategy Paper for engineering goods. The Strategy Paper suggests that in spite of tremendous potential of Indian goods in the ASEAN region, the Indian presence there is marginal. Despite the geographical proximity, India's engineering exports are just over 1% of the total ASEAN engineering imports from outside the block. However, the small volume of trade between India and ASEAN is hardly an indicator of its economic importance to India. What is more compelling is the fact that though the volume of trade is small, the trade basket has potential to move up the value chain and diversify to cater to the emerging and growing demand in the ASEAN countries. In fact, in the engineering sector, automobile parts and industrial castings have been identified as two major thrust products for the ASEAN region. To become successful in the ASEAN region, it may perhaps be important to leverage our existing institutional mechanisms and events like IEME can certainly go a long way in bringing the potential of India's engineering strength to the countries of ASEAN.



Engineering  
the Future is EEPC's

theme in the coming years. EEPC will have to work closely with our friends around the globe, more so with friends like Singapore Manufacturers Federation who took the initiative of sending a business delegation to New Delhi to participate in the first ever IEME. This is the beginning of our journey, of rebuilding our common bonds of cultural heritage and trade links with ASEAN countries. This is also in line with the "Look East" Policy of Indian Government that has given justifiable priority to developing ties with countries to our East, with whom there is considerable locational advantages of doing trade and commerce and enhancing people-to-people relationship. The Comprehensive Economic Cooperation Agreement (CECA) signed between India and Singapore is a glowing example of what we can achieve in taking our cooperation to greater heights. Let us, therefore, make the best of our growing ties and fraternal relations for the mutual benefit of our peoples.

For our friends in ASEAN countries, EEPC has an office in Singapore. For any queries and assistance, please feel free to contact us at [prco@singnet.com.sg](mailto:prco@singnet.com.sg). For more information on EEPC and its activities, please check our website [www.eepcindia.org](http://www.eepcindia.org). It will always be our pleasure to serve you.

# BEAUTYASIA2007 Exhibition

Reported by Cecilia Tham

BeautyAsia - Singapore's biggest Trade Fair on beauty, hair and spa was successfully staged at Suntec Singapore hall 403/404 from 26 to 28 February 2007. This year saw a new profile dedicated to natural and organic products and services, called "NaturalAsia 2007" being incorporated into the exhibition. This year was the eleventh exhibition that had been organised.

Singapore Manufacturers' Federation, with the support from IE Singapore, led fifty Singapore companies in the beauty, hair, spa and natural organic businesses to exhibit under the Singapore Pavilion. This was an increase of more than 20% over last year BeautyAsia 2006. The fifty Singapore companies were:



No	Exhibitor's Name	No	Exhibitor's Name
1	Aesthetics Marketing Asia Pte Ltd	26	INA Gail Pte Ltd
2	Air Aroma Singapore Pte Ltd	27	Kleen-Pak Products Pte Ltd
3	Anthomi Beauzone (S) Pte Ltd	28	KTK Beauty Care Trading
4	Allure Beauty Saloon Pte Ltd	29	Kzona Tooling System
5	Bali Tangi	30	L Y Marketing Pte Ltd
6	Beauty Choice Pte Ltd	31	MagicBoo (Singapore) Pte Ltd
7	Beauty Collection Int'l Pte Ltd	32	MBK Asia Pte Ltd
8	Beauty Impress Pte Ltd	33	Medec Systems Pte Ltd
9	Beauty Link Supply	34	Medica Singapore Pte Ltd
10	Beauty Resources	35	Niji Nails & Beauty Academy
11	Beautronic Supplies & Services	36	Power Motion Pte Ltd
12	BMI BeautyMart International Pte Ltd	37	Priceabuse.com Inc Pte Ltd
13	Botanic Source LLP	38	Professional Concept Int'l Pte Ltd
14	Celblos Dermal Research Centre Pte Ltd	39	Sanmaki Enterprise
15	Collagen Asia Pte Ltd	40	Sansho Cosmetics Int'l Pte Ltd
16	Dermaspa Products Pte Ltd	41	Serixx Business Solutions
17	Dermedex Pte Ltd	42	Solunet Global Pte Ltd
18	EMZ Chemical Pte Ltd	43	Star*Like Nails Distributor
19	Essence Synergy Pte Ltd	44	Swallows House Enterprise
20	Getz Bros & Co. (S) Pte Ltd	45	Synergetic Beauty System Pte Ltd
21	Grasse Beaute de Paris Pte Ltd	46	TAG Group Pte Ltd
22	Hair United Pte Ltd	47	TechnoLabs (S) Pte Ltd
23	Harvest Dynamics Global Pte Ltd	48	Tham Lai Wah Trading Co Pte Ltd
24	HelioAsia Pte Ltd	49	Thyme's Selection Pte Ltd
25	His Bounty Associates	50	U Gateway Pte Ltd

### Singapore's First International Nail Competition

With the growing popularity of nail art and gel art in Singapore, BMI Beautymart International Pte Ltd, one the fifty Singapore Pavilion exhibitors saw tremendous potential in the nail industry and decided to sponsor the above competition on day 2 of the exhibition. Closed to 50 participants created their works of art and were evaluated by leading nail industry experts from China, Malaysia, United States, Taiwan and Singapore, based on 3 categories: 3D Folk Art, Creative Nail Art and French Manicure.

Various stage demo, hair demo, seminars and talks were organised throughout the three days. These demos were very good platform for exhibitors to feature their latest products and services at the

Trade Fair. 5,000 trade visitors from ASEAN and the Asia region visited the show had transacted in S\$8 million in deals.

This year, overseas exhibitors from Japan, Italy, Taiwan, Malaysia, Turkey and Australia also participated. Singapore exhibitors were happy with the turnout of trade visitorship. Many potential deals were identified, with some Singapore companies finding new agents for their products in and outside Singapore. Many Singapore exhibitors expressed confidence of realised sales in the coming months through enquiries received during the show.

For more information, please contact Ms Cecilia Tham at 6826-3030 or e-mail [ceciliatham@smafederation.org.sg](mailto:ceciliatham@smafederation.org.sg)



# Singapore Pavilion @ ProPak Vietnam 2007

Reported by Dennis Toh

SMA led the Singapore Pavilion at ProPak Vietnam 2007 which was held at the Ho Chi Minh City International Exhibition & Convention Centre (HIECC) in Ho Chi Minh City, Vietnam. The exhibition was held from 7 to 10 March 2007.

This is the third time that SMA was leading the Singapore Pavilion, ProPak Vietnam. It has established itself as the leading processing and packaging event in Vietnam that provides high-end manufacturing solutions to facilitate the export boom of food & beverage, pharmaceutical and non-consumable products.

ProPak Vietnam 2007 has provided an unique opportunity for buyers and sellers of the food processing and packaging industry to meet in a professionally organised niche event for the industry with the full support of the public and private sectors. With a population exceeding 84 million and an economy growing at 7% per annum, demand for upgrading of processing, handling and packaging technologies in a wide range of industries reflects the potential of Vietnam in the Asean market area. This translates to numerous business opportunities for Singapore-

based companies participating under the Singapore Pavilion.

SMA-led Singapore Pavilion consisted of 8 Singapore-based companies, covered an area of more than 120sqm. ProPak Vietnam 2007 has also attracted over 140 international participants from 22 countries and covered 3,500 sqm of exhibition space. The following companies participated at ProPak Vietnam under the Singapore Pavilion were:

- Anhydro Asia Pte Ltd
- Clearpack Singapore Pte Ltd
- GMF-Gouda Singapore Pte Ltd
- Kong Shiang Engineering
- Lee Hung Scientific Pte Ltd
- S+S Inspection Asia Pte Ltd
- Sweco Asia
- Transicom Engineering Pte Ltd

For more information on packaging related trade fairs or events, please contact Mr Dennis Toh at Tel: 6826 3036 or e-mail: [dennistoh@smafederation.org.sg](mailto:dennistoh@smafederation.org.sg)







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# ARAB HEALTH 2007 – A Resounding Success

Reported by Alice Tan



Hailed as the largest event of its kind for the Middle East region, the 32nd Arab Health Exhibition and Congress was held at the Dubai International Exhibition Centre from 29 January to 1 February 2007.

For the first time, Singapore Manufacturers' Federation (SMA) partnered with SingaporeMedicine.

SingaporeMedicine is a multi-agency government initiative, comprising of Singapore Tourism Board (STB), International Enterprise (IE) Singapore and Economic Development Board (EDB), aims at making Singapore as a world-class healthcare services hub which is easily accessible to international patients and, promoting Singapore as a medical tourism hub.

This Singapore pavilion at Arab Health 2007 consisted of 13 Singapore-based companies. They are:

- CADI Scientific Pte Ltd
- Ezyhealth Singapore Pte Ltd
- Global Wellns & Travel
- HealthSTATS International Pte Ltd
- Messe Duesseldorf Asia Pte Ltd
- JMS Singapore Pte Ltd
- Micro Filtration Technology Pte Ltd
- Neotec Medical Industries Pte Ltd
- Rockeby biomed (Singapore) Pte Ltd
- SingHealth
- Susan Lim Surgery Group Surgical Practice
- The DRx Clinic Pte Ltd
- The West Clinic Excellence Cancer Center

The profiles of these Singapore-based companies ranged from healthcare development and delivery, healthcare services, patient care, medical travel services, medical devices/ equipment manufacturers as well as distributors.

By providing a holistic range of products and services and positioning Singapore as Asia's premier medical hub, this event was an excellent platform to showcase our latest technology and innovations, new products and services as well as an unrivaled opportunity to meet both trade partners and key end user groups across the healthcare spectrum.

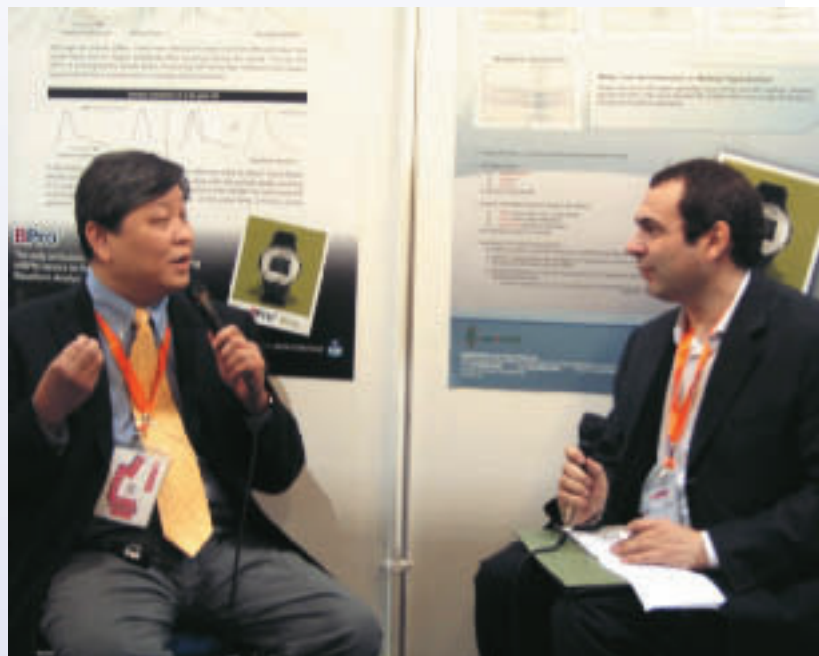
Singapore renowned medical professionals have been invited by the trade fair organiser - IIR Middle East, to speak at the Arab Health Congress, one of the largest multi-track congresses in the world.

During the opening ceremony on 29 January 2007 at Zabeel Hall, HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates (UAE) and Ruler of Dubai, visited the event. He was accompanied by HH Sheikh Ahmed Bin Saeed Al Maktoum, President of Dubai Civil Aviation and the Emirates Group, HE Mohammed Al Gergawi, UAE Minister of State for Cabinet Affairs, and Emaar Chairman Mohammed Alabbar, toured the medical congress' eight exhibition halls.

Arab Health 2007 was a resounding success with over 2,200 exhibiting companies from 70 countries. Simon Page, Project Director of IIR Middle East commented, "It was an incredible show. Tens of thousands of visitors from over 100 countries came to do business with a huge gathering of some of the most important manufacturers in the global healthcare sector. We were delighted with the turnout for this year show."

The next Arab Health 2008 will be held from 28 to 31 January 2008 at the Dubai International Exhibition Centre. The Singapore Pavilion will be jointly organised by SMA and SingaporeMedicine.

Please contact Alice Tan at DID: 6826 3016 or via email: [alictan@smafederation.org.sg](mailto:alictan@smafederation.org.sg) if you are interested to book a space for Arab Health 2008 or any healthcare-related events.





# Business Opportunities Series - Investing in Dubai and Cairo

Reported by Ng Wee Kok



^ Mr Vincent Guok, Senior Director, Operations, SMA (right) presenting a token of appreciation to Ms Marlene Lee, Director, Department of Tourism and Commerce Marketing, Government of Dubai

In conjunction with a joint business mission by the Singapore Manufacturers' Federation (SMA) and the Federation of Malaysian Manufacturers (FMM) to Dubai and Cairo, SMA organised a talk on the business opportunities in the two countries on 9 February 2007.

SMA had the honor of inviting the Director from the Department of Tourism and Commerce Marketing, Government of Dubai, Ms Marlene Lee and the Ambassador of Egypt in Singapore, His Excellency Mohamed El Zorkany to present to the participants on the business climate as well

The Singapore Manufacturers' Federation (SMA)-Centre for Corporate Learning (CCL) organised a seminar on Training and Development and QCC Activities for performance in Manufacturing on 19 March 2007 for a group of delegates in various manufacturing companies from Thailand.

The seminar was opened with the SMA corporate video presentation. This allowed them to learn more about SMA and its contributions to the Singapore manufacturing sector. Ms Sophia Tan, General Manager of SMA CCL welcomed the delegates.

Invited by CCL, Mr. Moses Tan presented a seminar in the areas of training and development in manufacturing. The 3-hour session concluded with an interactive Q&A session where everyone eagerly participated.

The highlight of their visit was a tour to the Asia Pacific Breweries (Singapore) Pte Ltd to see the process of making of the famous

as opportunities for doing business in the respective countries.

The speakers also shared on the general policies the respective countries have with regards to foreign investments as well as an overview of the business costs of setting up and operating a business in comparison to other countries.

Participants found the detailed sharing very useful in helping them to make well informed decisions when planning to enter the middle-eastern markets with some participants giving the seminar an excellent rating!

To find out how you can organize seminars with SMA, please contact Wee Kok at [ngweekok@smafederation.org.sg](mailto:ngweekok@smafederation.org.sg) or DID: 6826-3058.



^ Ms Annabelle Tan, Vice-President, SMA Council (Right) presenting a token of appreciation to H.E. Mohamed El Zorkany, Ambassador of Egypt in Singapore

## Delegates from Thailand's visit to SMA's Centre for Corporate Learning Seminar

Reported by Leong Mun Yin



^ Everyone was with big smiles on their faces.

Tiger Beer. It was an enriching 30-minute walk through the Brew House & Packaging facility where the participants learnt the brewing process of beer. Following that, the delegates were treated with mugs of ice cold beer at Tiger Tavern.





# SCIC – SCDF Dialogue Session

Reported by Debbie Quan

A dialogue session with the Singapore Civil Defence Force (SCDF) was organised by the Singapore Chemical Industry Council (SCIC) on Monday, 26 March 2007 with more than 50 participants.

Participants were updated on the following issues by SCDF during the dialogue:

## Live Inventory Portal (LIP)

- A debrief session was held on 28 Feb 2007 at HQ SCDF for companies who had participated in the first and second trials of the LIP. The session was mainly to gather participating companies' feedback on improving the user-friendliness of the online LIP information input portal. A summary of the debrief points were presented by SCDF.
- SCDF would engage the industry through dialogues, seminars and training sessions to assist and prepare affected companies prior the introduction of the LIP.
- The LIP would be introduced in the second quarter of 2007.

## Implementation of the Hazmat Transport Vehicle Tracking System (HTVTS) Phase II - Immobilization of Hazmat Transport Vehicles

- Through the immobilizer unit installed on all Hazmat Transport Vehicles, SCDF would be able to intervene and stop these vehicles safely and effectively, in the event they are hijacked.
- The implementation of the immobilizer will commence from 1 April 2007 and installation of the immobilizer will coincide with affected companies' renewal of the Flammable Materials (FM) transport license.
- SCIC has since circulated notification letters sent by SCDF to all SCIC members on details of the vendor awarded with the tender in March 2007. Included are also the financial assistance schemes made available by the vendor.

The discussions that followed focused primarily on the views and concerns of the participants on the LIP. SCDF welcomed the feedback which would help further refine the LIP and also encouraged all potential companies to participate in the trials before the system is officially launched.



# SCIC Annual Dinner 2007 cum Responsible Care Awards 2006

Reported by Debbie Quan



The Singapore Chemical Industry Council (SCIC) held its Annual Dinner 2007 and Responsible Care Awards 2006 presentation on 22 March 2007 at the Singapore Marriott Hotel.

The event was graced by Mr Gan Kim Yong, Minister of State for Education and Manpower and was attended by more than 370 guests. Invited guests included representatives from various government agencies from the Ministry of Manpower (MOM), Ministry of Trade and Industry (MTI), Economic Development Board (EDB), IE Singapore, JTC Corporation, National Environment Agency (NEA), Singapore Civil Defence Force (SCDF) and SPRING Singapore.

In his keynote address, Mr Gan mentioned the need for the chemical industry to be able to get enough workers to sustain its growth. He indicated that MOM would be working with the industry to help Singaporeans seize job opportunities that will be created as the sector grows. Mr Gan also informed of MOM's recent announcement to adjust foreign manpower policies that will allow more foreign workers in some sectors to supplement the local workforce. Specifically for the process industry, MOM will increase the dependency ratio to 1:5 from the current 1:4 from 1 April 2007 as well as to allow the cross deployment of foreign workers within the industry. On workplace safety and health, Mr Gan commended the industry on its active role in driving the Responsible Care initiative in Singapore and encouraged the industry to continue to maintain its leadership in workplace health and safety standards.

The Responsible Care Awards 2006 presentation segment of the evening saw a total of 56 company awards being presented. This year, the individual award went to Mr Richard Gillis who has been an active participant and contributor to Responsible Care in Singapore. A Special Recognition award was presented to Mr Leong Kwai Yin from the National Environment Agency who has represented his organisation as a member of the Panel of Judges since the inception of the awards in 2001.



CCL Training Calendar – March to April 2007

Date	Fee (\$\$) Members	Fee (\$\$) Non Members	LOGISTICS & SUPPLY CHAIN MANAGEMENT
26-27 Apr	\$588	\$651	How to Negotiate with Vendors & Suppliers
16-17 Apr	\$588	\$651	undamentals of Purchasing Skills for New B&P
22-23 Mar	\$504	\$567	Warehouse & Storage Management
23-24 Apr	\$504	\$567	Import/Export Documentation & Shipping Procedures
26-27 Mar	\$504	\$567	Effective Uses of Letter of Credit in International Trade
09-Apr	\$357	\$399	INCOTERMS in International Trade
14-15 Mar	\$546	\$609	Best Practices and Procedures in Marine Insurance
8-9 Mar	\$504	\$567	Supplier Selection, Evaluation and Development
Date	Fee (\$\$) Members	Fee (\$\$) Non Members	GENERAL MANAGEMENT
12-13 Mar	\$546	\$609	Supervisory Management Skills - L,C & M
12-13 Apr	\$483	\$546	Outstanding Customer Service Skills
20-Apr	\$357	\$399	Managing Difficult Customers Effectively
19-20 Mar	\$546	\$609	Effective Negotiation Strategies
Date	Fee (\$\$) Members	Fee (\$\$) Non Members	OCCUPATIONAL SAFETY & HEALTH
Daily Classes- Call for Schedule	\$35.00	\$36.25	Safety Orientation Course for Workers (Metalworking) (SDF Funding of up to 90% & SRP Approved) - An MOM Approved Course
Jan 4, 11, 18, 25 Mar 1, 8, 15, 22 Apr 5, 12, 19, 26	\$235.24	\$247.62	Basic Industrial Safety and Health Course for Supervisors (BISH) SDF Funding of up to 90% & SRP Approved) - An MOM Approved Course
Weekly Classes- Call for Schedule	\$320	\$320	Forklift Driver's Training Course - 3 days (Participants must hold a class 3 driving license & have experience in driving the forklift) (SDF Funding of up to 90% & SRP Approved) - A MOM Approved Course
Weekly Classes- for Schedule	\$535	\$535	Forklift Driver's Training Course - 5 days (Participants without class 3 driving Call license & without experience in driving the forklift) (SDF Funding of up to 90% & SRP Approved) - A MOM Approved Course
23-26 Jan 16-19 Apr	\$323.81	\$352.38	Workplace Safety & Health Management Course (WSHMC)
Date	Fee (\$\$) Members	Fee (\$\$) Non Members	SKILLS CERTIFICATE PROGRAMME
21 Mar-31 May	\$688.57	\$688.57	Skills Certificate in Warehousing & Distribution (every Mon & Wed)
9 Apr-15 Jun	\$688.57	\$688.57	Skills Certificate in Purchasing Skills (every Mon & Thur)

Note: The above rates are subject to GST.

For further information, please contact

Ms Linda Tan at Tel: 6826 3051; Email: lindatan@smafederation.org.sg  
Ms Michelle Khoo at Tel: 6826 3040; Email: michellekhoo@smafederation.org.sg  
Ms Colleen Chin at Tel: 6826 3041; Email: colleenchin@smafederation.org.sg

# Beyond Competition

Reported by Mikaela Kwee

In today's radical changing business environment, companies of all types and sizes, particularly in the manufacturing sectors, are finding survival in the market place increasingly challenging. Change is a given. As such, all levels of management must proactively engaged in continuous forward thinking to enhance the relevance and sustainability of their organisations in the new competitive and ever-changing landscape.

On Wednesday, 21 March 2007, Sma Centre for Corporate Learning (CCL) held a conference on Beyond Competition - Innovative Ways to Grow and Thrive at Le Meridien Hotel. Around 60 participants, including a group of professionals from Indonesia, benefited from the presentations as the conference highlighted a broad range of business subjects which could be helpful to the participants in re-thinking and re-evaluating their business proposals.

Mr Teh Chit Pin of Seagate Technology, the winner of the Manufacturing Excellence Award 2006, shared Seagate experience in developing an integrated supply network over the past years and his view of the future on Integrated Supply Chain. Ms Stella Chia of Flextronics presented on Mobilizing the Entire Company to Win the Talent War. Flextronics plans to add 50,000 employees to its 80,000+ workforce in Asia in the next 18 months. Mr Chin Kok Poh of Oracle showed the audience on How to use Technology



to go beyond the competition whilst Mr Howie Lau of Lenovo explained why Partnerships and Alliances are keys to success in today's competitive environment where companies are constrained by limited resources.



Ms Shauna Li of BrandHub spoke on the importance of having a strong corporate brand and how to go beyond by Breaking Barriers in Branding. Mr Benjamin Pwee of I-deo presented the multi-polar perspectives companies need to develop in order to develop Successful China Market Entry. Mr

Edward Abramowich of Sun Microsystems, also the author of the ground breaking book "Six Sigma for Growth: Driving Profitable Top-Line Results, introduced the revolutionary new approach to Six Sigma to deliver revenue and business solution and growth, instead of using it as a quality assurance methodology.

The feedback on the entire conference was rated good by the participants. Commented Mr Ho Chee Keong from Jabil Circuit: "Well organised and good content from the well selected speakers. Good Job!". The participants from Indonesia even suggested organising such events in Indonesia.

To know more on Sma upcoming conferences, please contact Ms Mikaela Kwee at 6826 3055.

## SMART – The Latest Way to SME Growth

Reported by Chin May Fang



<< Mr Kirpal Singh, SMART Consultant (left) with Sma Member during SMART Briefing

SME Management Action for Results (SMART) is an initiative launched by SPRING Singapore to assist SMEs to develop their organisational capabilities in a systematic manner so that they can provide value-added services to their customers and stakeholders and enhance their competitiveness.

Being a strategic partner with SPRING Singapore, Enterprise Development Centre @ Singapore Manufacturers' Federation (EDC@Sma) organised the SMART briefing on 7 February 2007. SMART consultants presented the benefits of SMART Funding that would assist companies to grow domestically and internationally.

To discover how your organisation can benefit from SMART funding, please contact Raymond Wong of EDC@Sma at raymondwong@edc.org.sg

## CEO Briefing on Ministry of Manpower's Workplace Safety and Health Act and Risk Management Assistance Fund

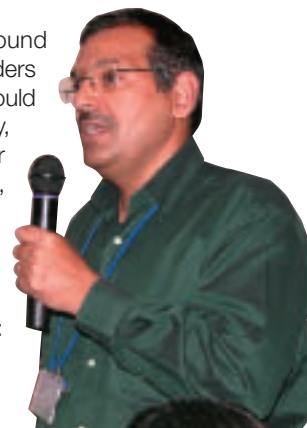
Reported by Chin May Fang

The Workplace Safety and Health Act (WSHA) came into effect on 1st March 2006. Its aim is to reduce risks at source by stipulating that stakeholders are accountable and need to take reasonably practical steps to ensure the safety and health of workers and other people who might be affected.

Jointly organised by Enterprise Development Centre at Singapore Manufacturers' Federation (EDC@Sma) and the Workplace Safety and Health Committee (WSHAC), supported by JTC Corporation and Ministry of Manpower (MOM), there was a series of CEO Briefing on the WSHA and Risk Management Assistance Fund (RMAF) conducted from January to March 2007.

Participants who had attended the briefings found out more about their responsibilities as stakeholders as well as the penalties involved and how they could conform to the new WSHA, and more importantly, reduce the number of industrial accidents in their workplace. Specialist from Risk Management, MOM also shared how the RMAF can help companies to implement risk assessment programmes at their workplaces.

For enquiries on RMAF and WSHA, please contact Mr Ian Teo of EDC@Sma at: ianteo@edc.org.sg



Participant clarifying his doubts on WSH Act during Q&A Session. >>





^ The trainer, Ms Jill Lowe (standing) during a demonstration with a participant

## Presenting Yourself Professionally

Reported by Ng Wee Kok

30 January 2007 - Image is about portraying a credible and professional impression and this is vital component of success because of how it is etched in the minds of people.

Some 52 SMA members received image improvement tips from premier image consultant Jill Lowe when they attended a seminar titled "Presenting Yourself Professionally".

Through fun and interactive demonstrations, the participants learned about the importance of portraying the right image to clients, peers and subordinates through utilizing color harmonics and strategies to achieve the maximum visual impact at every occasion.

Jill also shared tips on matching accessories to the occasion as well as selection of hairstyles to suit one's position and job.

One participant had commented that it was an excellent presentation with many others echoing similar sentiments and further commented how this seminar should be extended so that participants can pick up a few more useful tips from the trainer.

To find out how you can organize seminars with SMA, please contact Wee Kok at [ngweekok@smafederation.org.sg](mailto:ngweekok@smafederation.org.sg) or DID: 6826-3058.

## Singapore Budget 2007

Reported by Ng Wee Kok

How would the Budget that was recently announced on 15 February 2007 affect businesses operating in Singapore? This was one of the burning questions on some 60 participants' minds as they attended the seminar on the Singapore Budget 2007 on 1 March 2007.

A panel of speakers from the PricewaterhouseCoopers gave an overview of the changing tax landscape, trends, facts & figures and past tax reform measures before going into the key tax reform measures of Budget 2007.

They also shared with the participants on the issue of Goods & Services Tax (GST) and the impact of the impending rate increase. The speaker further shared on how to make sense of the rate increase as well as how to prepare for the increase and managing the risks that would appear during the transitional period.

Questions affecting both personal and corporate shot out readily during the question and answer session as the speakers patiently answered them. The participants left the seminar with a better understanding of the new tax reforms.

To find out how you can organise seminars with SMA, please contact Wee Kok at [ngweekok@smafederation.org.sg](mailto:ngweekok@smafederation.org.sg) or DID: 6826-3058.



<< Speakers from PricewaterhouseCoopers during the Q&A session

## Business opportunities explored at Dubai and Cairo

Reported by Vanda Kwek



From 18 to 24 March 2007, SMA and the Federation of Malaysia Manufacturers (FMM) led a 21-member delegation team to Dubai and Cairo. This mission was led by FMM's mission leader, Mr Mohammad Redwan Alami, CEO of Alami Vegetable Oil Products Sdn Bhd and SMA's mission leader, Mr Patrick Wong, Managing Director of Associated Enterprises (S) Pte Ltd.

This business mission trip was supported by the Malaysia Singapore Business Fund (MSBF) which was set up to encourage the cooperation between Singapore and Malaysia businesses to venture abroad and to jointly identify overseas business and investment opportunities. Under this fund, an eligible company receives 50% in subsidies for airfares and accommodation.



The delegation's trip highlights:

- Meetings with Dubai Chamber of Commerce & Industry, Jebel Ali Free Zone, Sharjah Chambers of Commerce & Industry, Sharjah Airport International Free Zone, Hamiriyah Free Zone Authority, Federation of Egyptian Industries, and Egyptian Business Association (EBA)
- Attended the 40th Cairo International Fair 2007
- Meetings with Mr Dileep Nair, Consul General of Singapore to UAE and Mr Nadzri Samsudin, Malaysian Consul General to UAE
- Visited Singapore and Malaysia owned companies in Dubai
- Held business matching sessions with various multi-sectoral suppliers, manufacturers, importers, exporters and traders in Dubai and Cairo.

For more information on this business mission, please email [vandakwek@smafederation.org.sg](mailto:vandakwek@smafederation.org.sg)





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### 1. Tan Poh Heng, Elwyn

Elwyn joined SMA as Director, Membership & Trade Services Division on 19 March 2007. He brings with him more than 20 years' experience in membership, PR and events management. Having spent more than 15 years with SAFRA National Service Association as Assistant General Manager (Membership Services & Marketing), Elwyn has experienced the full range of challenges that come with the job and we can expect valuable contributions from him toward the continued success of SMA.



### 2. Seah Yee Ling, Eleen

Eleen is the Assistant Manager at the SMA School of Management. She joined the organization on 1 March 2007. Eleen has more than 4 years' experience in the education and customer relations sectors. Prior to joining the SMA School of Management, she was the Sales Manager for Path Education Group.



### 3. Yen Lai Yeng, Vivien

Vivien joined SMA on 12 March 2007 as Executive, Industry Development. She has close to 8 years' experience in the events & exhibition and customer relations sectors. Prior to joining SMA, she was an International Sales Executive with Reed Exhibitions Pte Ltd. We are confident that with her experience, she will contribute to the growth of SMA.



### 4. Neoh Hoay Yen

Hoay Yen is the Operations Executive at the SMA School of Management. She joined the organization on 29 January 2007. Hoay Yen has about 8 years' experience in the education and customer relations sectors. Prior to joining the SMA School of Management, she was a Student Advisor for JM Education Counselling Centre in Malaysia.



### 5. Ong Chi Ming, Andrew

Andrew works in the Research & Corporate Communications Division as Executive. He joined SMA on 28 February 2007. In addition to having attained a Bachelor's Degree in Communications Management, Andrew possesses more than 7 years' experience in the events management, marketing, retail and even non-profit industries. Having experience such a wide scope, Andrew is set to overcome the challenges needed to bring SMA to a higher level of success.



### 6. Yin Yin Thien

Yin Yin joined SMA as Executive in the Finance & Administration Division on 14 March 2007. Coming from Myanmar, Yin Yin has more than 13 years' experience in the accounts and finance sectors. We are sure she will be an asset towards the continued growth of the organization.



### 7. Liang Sek Nee, Sharon

Sharon joined SMA on 9 March 2007 as Executive at the Centre for Corporate Learning. Coming from Malaysia, Sharon completed her Bachelor of Arts with the University of Hertfordshire. Prior to joining the organisation, she was in the customer relations industry.



### 8. Yong Mei Leng

Mei Leng is the Human Resource & Administration Manager in the Finance & Administration Division. She joined SMA on 26 March 2007. Mei Leng has about 16 years' experience in a wide-range of industries from the government, IT, education, exhibition & events management and insurance sectors. Prior to joining SMA, Mei Leng was the Human Resources Specialist for Aon Risk Services.



### 9. Cheong Boon Cheng, Daniel

Daniel joined SMA as Executive, HR & Administration in the Finance & Administration Division on 2 April 2007. He has more than 8 years' experience in the government, customer relations, IT and education sectors.



### 10. Tey Hui Ling, Claudia

Claudia joined SMA as Executive in the Finance & Administration Division on 28 March 2007. Possessing a Master of Science (Accounting) from University of Cincinnati, she has also studied and worked in the US for a period of time.



### 11. Kang Wee Kwang

Wee Kwang joined EDC as Executive, Client Services on 2 April 2007. With about 4 years of work experience in the engineering and project management sectors, we are sure Wee Kwang will be able to contribute to EDC's continued success.





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